

My Resume

Work Experience

- 2022 - Present **Product Design and User Experience Consultant**
Chumz.io
My day to day involves collaborating with the founders, engineers, data scientists and ...
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- 2022 - 2018 **Interactions Design Consultant**
Photozuri
Photozuri is an urban online photo printing company where I helped users design and pri...
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- 2018 - 2016 **Media Manager**
Omnicon Media Group, Saracen
My roles were to build capacity, creating and managing media strategies and executions for ...
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- 2016 - 2014 **Senior Communication Planner**
WPP ScanGroup, Mediacom
My main duties included planning and facilitating marketing communications in Kenya for Coke, ...
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- 2014- 2012 **Media & Digital Planner**
Omnicon Media Group, Saracen
I was the media and digital communications planner with oversight on strategy execution, ...
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- 2011- 2010 **Media Accountant Assistant**
Saracen OMD

Responsible for preparing payments and revenue vouchers for accounts payables and monthly ...

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Education

- 2021- 2020 **University of California, San Diego**
| **Advanced Certification**

Human Computer Interaction
- 2013 - 2012 **Red & Yellow Creative School of Business, Cape Town**
| **Post Graduate Diploma**

Marketing & Advertising Communications
- 2007 - 2011 **United States International University, Africa**
| **Bachelor's Degree**

International Business Administration, Finance

Skills & Expertise

Human Centred Design

- Journey Mapping
- Storyboarding
- Rapid Prototyping
- Online collaboration
- Crowdsourcing
- Direct manipulation and representations
- Visual and information design
- Heuristic Evaluation
- Design experiments
- Data analysis.

Advertising Communication

- Audience research
- Competitor Analysis
- Developing Communication Strategies
- Pitching Ideas
- Media planning Optimisation
- Digital media buying (display, search, SEO, Social)
- Out of Home media strategy and buying

Technical

- Adobe XD
- Figma
- Sketch
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Final Cut
- Adobe Indesign
- R Studio
- Basic Mac and Windows Softwares

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